

## ABSTRACT OF THE DISCLOSURE

An apparatus for providing compensation for viewing and/or for participating in an advertisement, a survey, a poll, or a questionnaire, including a receiver for receiving a request to obtain information regarding at least one of a good, a product, and a service, a memory device for storing information regarding at least one of the at least one of a good, a product, and a service, advertisement information, survey information, polling information, or questionnaire information, and at least one advertisement, survey, poll, or questionnaire, a processor for processing the request to receive information regarding the at least one of a good, a product, and a service, wherein the processor at least one of identifies and selects an advertisement, a survey, a poll, or a questionnaire, to provide to the information requesting individual upon the information requesting individual placing an order to at least one of purchase and lease at least one of a good, a product, and a service, and a transmitter for transmitting the advertisement, the survey, the poll, or the questionnaire, to a communication device associated with the information requesting individual. The processor at least one of

monitors the requesting individual's at least one of viewing and participation in the advertisement, the survey, the poll, or the questionnaire. The processor determines an amount of at least one of a compensation, a reward, a rebate, and an incentive, earned by the information requesting individual. The processor at least one of adjusts and reduces the at least one of a purchase price and a lease price associated with the order by at least a portion of the amount of the at least one of a compensation, a reward, a rebate, and an incentive.

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